



DQ ENTERTAINMENT (INTERNATIONAL) LIMITED

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CIN: L92113TG2007PLC053585

September 15, 2017

The Manager (Listing) Department of Corporate Services BSE Limited P J Towers, Dalal Street, Mumbai — 400 001. Company Code: 533176 (BSE)	The Manager (Listing), National Stock Exchange of India Limited, "Exchange Plaza" Bandra - Kurla Complex Mumbai- 400 051. Company Code: DQE (NSE)
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Dear Sir/Madam,

Sub: DQ Entertainment International taps licensing agents for Jungle Book in North America, Latin America and Central America

Kindly find enclosed herewith the copy of Corporate Announcement with respect to licensing agents for Jungle Book entered by DQ Entertainment (International) Limited in North America, Latin America and Central America.

Kindly take the same on record and upload on the stock exchanges website.

Thanking you

Yours truly

For DQ Entertainment (International) Limited


Annie Jodhani
Company Secretary



Encl. as above



DQ Entertainment International taps licensing agents for Jungle Book in North America, Latin America and Central America

DQ Entertainment (**DQE**), one of the world's leading international producers and distributors of children's animated content, is pleased to announce the appointment of new licensing agents for its popular brand **The Jungle Book**. The series will be represented for licensing & merchandising by The Licensing Group Ltd (TLG) in North America, CPL for Latin America & Mexico and CIMCA in Central America. While Sinecast, Turkey has been appointed as promotional partners for the brand in Turkey.

DQE's Jungle Book is a favorite brand among kids around the world. The first two seasons of The Jungle Book series were telecast on Discovery Kids USA, receiving excellent reviews and high viewership from children and families. The popular TV show airs in over 160 territories around the world and has more than 300 active licensees. Season 3 is currently in production for broadcast on Discovery Kids in early 2018.

Danny Simon, President & CEO of TLG commented: *"The Licensing Group is thrilled to be tapped by DQ Entertainment as the exclusive North America licensing agency for The Jungle Book, a property of extraordinary appeal and quality animation. We look forward to the unique opportunity of expanding the licensing program of this beloved animated television series into a wide variety of children's categories."*



CPL is the licensing and promotions agency leader with more than 30 years of experience in Latin America, who represent entertainment companies and brands such as CARTOON NETWORK, FOX, LAMBORGHINI LATINOAMERICA, SEGA, THE SMURFS, WARNER BROS. amongst others in the region. They will now represent the merchandise licensing rights for the Jungle Book in Latin America & Mexico. Televisa, Mexico and Globosat, Latin America being the broadcast partners for the series in the region, the appointment of CPL as licensing agents will further add tremendous traction for the Jungle Book brand.

CIMCA ,a leading licensing agents in Central America who has worked with brands like Angry Birds, Nintendo, Call of Duty, and others like Fox and Sony will now represent the brand in the territory on behalf of DQE .They will represent the brand for all categories of merchandising & licensing in the region .

Maria Eugenia Carpio, Director of CIMCA had this to say *“We are very pleased and honored to represent The Jungle Book and Peter Pan DQ properties. We are sure the Central America market will love them and be eager to get all kinds of merchandising products. We as company will do our best to assure each kid gets to know these beautiful properties. We are looking forward to having a long-lasting relationship with DQ Entertainment.”*

Sinecast Events Turkey has been authorised to represent DQE’s Jungle Book , Peter Pan and RobinHood brands in Turkey for Non Ticketed Promotions in Turkey and KKTC . Sinecast with their vast experience in promotional activities will plan multiple innovative promotional activities for the brand in different parts of Turkey .

DQE’s Jungle Book is very popular and beloved brand amongst kids around the world with more than 300 licensees worldwide. The TV show airs in over 160 territories and has been much loved by kids and broadcasters everywhere which is evident with the series now going into season 3 and is expected to be available for broadcast from early 2018 .

The appointment of new licensing agents for these highly matured & rewarding territories will further fortify Jungle Book’s already strong connection with kids and families all across the North & South American continents and help drive annual worldwide Jungle Book retail sales.



The Jungle Book also witnessed multiple deals being signed for India through Viacom India who are the licensing agent for the Jungle Book franchise in India . Licensing & merchandising deal in multiple categories that include kids Apparel , Plush Toys , Promotional Licensing, Socks & Innerwear, Apparel & Bags , Non Paper Stationery, Water Bottle, Snack Jar, Ice Cube , Exercise Book, CR Book and Drawing Book have been already signed . While recently the brand was acquired by United Biscuits Private Limited for Promo Licensing of their premium Mc-vities biscuit line .

Tapaas Chakravarti ,CEO & MD DQE Group had this to say *“The Jungle Book continues to be an highly successful brand for us and with the imminent launch of season 3 it is both exciting and perfect time to be going global with new agents . Consumers across the world have fallen in love with Jungle Book brand .We believe that we have found strong and reliable licensing Partners with TLG in North America, CPL for Latin America & Mexico and CIMCA in Central America and we’re thrilled to work with them to bond with fans all across the regions . “*

“Turkey being a very important territory for us, we are confident Sinecast Events will help us grow our popular Jungle Book, Peter Pan and Robin Hood brands with their promotional activities in the region.”

The Brand now has further expanded with Spin Offs such as – Jungle Safari , a 30 minute X’mas special and a 60minute DVD feature – Rumble in the Jungle . The series had been picked by some of the most well-known children’s channel broadcasters from around the world that include ZDF, Germany, TF1 France, Discovery Kids USA, Nickelodeon India , ATV Turkey, JCCTV for 22 Arabic nations ,Globosat Latin America ,ABC Australia amongst Various others .

ABOUT DQ ENTERTAINMENT: DQ Entertainment (DQE) is an award-winning animation, gaming, live action entertainment - production and distribution – company with one of the largest capacities for animation production for television, feature films, home video, online game art, visual effects, mobile and next generation console games.

ABOUT THE LICENSING GROUP LTD: The Licensing Group (www.tlgla.com) is a full service, international licensing and merchandising agency, which has specialized in the representation of entertainment, lifestyle and corporate properties for more than 20 years.

For information on licensing The Jungle Book in North America, contact: Danny Simon, email danny@tlgla.com, phone [323-653-2700](tel:323-653-2700) x20. www.tlgla.com

ABOUT CPL : Compañía Panamericana de Licencias is the most important Promotional and Licensing agency in Latin America. With more than 30 years of experience, Compañía Panamericana de Licencias is specialized in giving a complete service of advisement in the marketing area, such as the design of integral promotional campaigns, as well as the granting of rights for the use of characters, on brands and products.

ABOUT CIMCA : CIMCA ,a leading licensing agents in Central America who has worked with brands like Angry Birds, Nintendo, Call of Duty, and others like Fox and Sony will now represent the brand in the territory on behalf of DQE .They will represent the brand for all categories of merchandising & licensing in the region .